

Office

1361 Pearl Street
Eugene, Oregon
97401
(541) 484-7311

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About
Stewardship
Our People
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CONTACT

If you are interested in leasing, investing, or just want to learn more about Paradigm Properties, contact our office or someone from [our team](#) directly.

OFFICE

1361 Pearl Street
Eugene, Oregon 97401
(541) 484-7311

GENERAL INQUIRIES

info@paradigmpropertiesnw.com

LEASING INQUIRIES

leasing@paradigmpropertiesnw.com

Or view the [Properties](#) page to contact the property manager directly.



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DAN NEAL

"There are many formulas to success, but the key ingredients are always creative energy and a tolerance for risk."

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Dan is an energetic guy who loves to create. These days, most of his creative energy focuses on building projects. From 2008 until 2019, he completed 15 architecturally distinctive green building projects with more on the way. Dan started investing in real estate at the age of 22, but didn't foresee that at some point he would trade his first career, trial attorney, for a second career in real estate development. Dan responded to a calling he felt after developing his first batch of projects in 2008 and 2009 – he found that he loved the design process and confessed to being a lifelong "closet architect". With the advent of green building, Dan embraced construction as a way to support the environment.

Once just a local company, Dan and his team are now working on larger scale housing and mixed use projects throughout the Pacific Northwest. Paradigm Properties has formed a strategic partnership with Compass Senior Living to develop and operate senior housing communities. Through their collective effort, new communities in central and southern Oregon are now thriving with more under construction along the I-5 Corridor.

Over the years, Dan's pursuits have included competitive distance running, being a professional musician and recording artist, flying, coaching youth sports and international travel. Dan still finds time to play stringed instruments on a daily basis and has performed for folks, often using his improvisational skills, in diverse locations around the world. He released his third full length record Heartwood in the fall of 2019.

Dan is proud of his heritage as a fifth generation Oregonian. He and his wife Peggy enjoy family time with their children and two young grandsons. They contribute to many organizations and serve on a variety of non-profit boards including Dan's recent appointment to the Advisory Board of the University of Oregon Lundquist College of Business.



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CHRISTOPHER LOONEY

"Successful real estate developers begin with the notion that they don't build buildings, they build communities."

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Christopher Looney is a Eugene, Oregon native and graduate of the University of Oregon. He is a fourth-generation Oregonian and comes from a family of entrepreneurs. As Managing Partner of Paradigm Properties, Chris is responsible for executing the company's vision in every step of the development process, from market research and site acquisition, to architectural design and construction management, financial analysis and deal structure, to marketing and property management. Chris is truly passionate about creating and sustaining value through real estate, which is reflected in his endless drive to surpass goals and exceed expectations throughout the course of a project.

Prior to joining Paradigm, Chris enjoyed a successful career as an associate with Evans, Elder & Brown, a leading commercial real estate brokerage firm where he specialized in sales and leasing of retail, office, industrial, investment, and special purpose properties. He successfully represented local and national buyers, sellers, tenants, and landlords in a variety of transaction types and sizes. In addition to brokerage, Chris also conducted feasibility and valuation analysis of prospective and existing development projects for several developer clients. Chris joined Evans, Elder & Brown after a career as a Leasing and Development Manager with Macerich, a publicly-traded Real Estate Investment Trust that owns and manages shopping centers throughout the United States.

Chris enjoys being an active citizen of his community. He served as the 2015-2016 and 2021-2022 President of the Oregon Club of Eugene-Springfield, a booster club dedicated to supporting University of Oregon athletics. Chris also sits on the Downtown Eugene Urban Renewal Expenditure Review Panel, is a graduate of the Leadership Eugene-Springfield program, and a graduate of both the Eugene and Springfield Citizen's Police Academies. Chris met his wife Emily in the University of Oregon SCUBA program, where he was certified as a Divemaster in 2004. They live in Eugene with their two children.

Chris received the 2015 Register-Guard 20 Under 40 award in recognition for his career achievements and community involvement.



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OUR PEOPLE



SHARON SERRA

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Sharon is the nerve center of Paradigm Properties, the keeper of the keys and the organizational guru. Her international background prepared her well for the diverse range of tasks she has mastered during tenure with Dan Neal which began in 2002. Her upbringing included stints in the UK, Australia, South America and secondary education in Yokohama, Japan before moving to Eugene, Oregon to attend the University of Oregon. Not content with the great distance she traveled growing up, Sharon found another outlet for her genetic tendency to go places: distance running. She has run dozens of races from half marathons to marathons to ultras, including a 50 mile run, occasionally finishing at or near the top of her age category. Her tenacity is well disguised in her office interactions. Sharon's calm, fluid manner and easy smile puts folks at ease and creates a pervasive, sincere feeling of being welcome. In this way, she sets a pitch perfect tone for Paradigm Properties.



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STEWARDSHIP

Paradigm begins each new venture with a simple question: Will this project improve the site, enhance the neighborhood, benefit the community, and leave the world better off than if we did nothing at all? In instances where we have taken on the challenge of cleaning up environmentally contaminated development sites, or provided new, energy-efficient housing in markets served only by outdated and nearly unlivable apartments, or promoted alternative transportation by providing urban living environments closer to the workplace, we think the answer is a resounding yes.

Our entire team is deeply committed to reducing our carbon footprint with each new project. This commitment has resulted in Paradigm achieving some noteworthy benchmarks. For example; our Westgate building holds a LEED Platinum certification, the Pearl achieved LEED Gold certification, three projects were built to achieve Earth Advantage certification, and two buildings generate solar power. Our goal for all future projects is to achieve LEED Gold certification, or better.

Green building isn't just good for the environment; it is good for those who live in the buildings in two important ways.

First, green building places an emphasis on indoor air quality. The result is cleaner air, healthier homes and less susceptibility to mold, which is a common problem in the Pacific Northwest. For example, we use state-of-the-art Heat Recovery Ventilation (HRV) systems that circulate fresh air throughout a building while at the same time preserving cooled air in the summer and warm air in the winter. The benefit is fresher air and less demand on heating and air conditioning systems, resulting in lower utility bills and improved quality of life in the indoor environment.

Second, energy costs for our tenants are lower because our buildings are well insulated and more energy efficient. Our projects are constructed using the latest in insulation and weather proofing technology, a must in our frequently cold and wet Pacific Northwest climate. We use high-end Energy Star-rated appliances and mechanical systems. LED lighting is used wherever possible. And, we design our buildings to take advantage of the natural elements of water, wind, and sunlight. All of this helps reduce our carbon footprint, and results in buildings that are more comfortable and affordable to live in.

Our commitment to making the world a better place extends beyond our work in the development field.

Paradigm believes strongly in giving back to the communities where we live and work. To that end, our team devotes meaningful time and resources to non-profit organizations that provide opportunities for children and adults to lead rich, fulfilling lives. These organizations include Cornerstone Community Housing, ShelterCare, The Shedd Institute for the Arts, CASA of Lane County, Courageous Kids, BRING Recycling, the UO Foundation, Duck Athletic Fund, Planned Parenthood and Kidsports just to name a few.

University of Oregon Giving

Paradigm founder and president Dan Neal was recently recognized by the University of Oregon for his contributions to academic programs and the expansion and renovation of the Erb Memorial Union.

PROCESS

With a focus on security, sustainability, and style; Paradigm Properties is at the forefront of creating environments that improve communities and provide sound investment opportunities. We have a simple process for success that has been proven to work time and time again.

APPROACH

At Paradigm, we are team-oriented and relationship-based. Each member contributes to our shared vision in their own way, creating a network of strength. We work closely with our architects, design team and contractors to ensure that our vision is understood and executed on time and on budget.

RESULTS

Each project intentionally represents something special: an environment that suits the neighborhood, a lifestyle that suits the tenants, an asset that adds value to the community, a solid financial return for investors, and an example of the most current sustainable building standards. It is our belief that when these things are valued and properly carried out, our projects will always be successful.

Meet the Team

The Paradigm team consists of Dan Neal, Christopher Looney, and Sue Danz. Dan Neal is the founder of Paradigm and serves as its President and lead visionary. Christopher Looney serves as Vice-President of Development for Paradigm and is responsible for all facets of the company's work. Sue Danz serves as Executive Administrator and provides administrative support for the company.

[Learn more >](#)

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Paradigm Properties is an Oregon-based development, investment and management firm focused on premium multi-family, senior housing, and mixed-use real estate in the Pacific Northwest. Founded in 2008 by attorney and life-long real estate investor Dan Neal to fill a niche in the market for upscale, architecturally distinctive and environmentally friendly student and market-rate multi-family housing, Paradigm has since completed 15 multi-family, senior and mixed-use residential projects with many more to come. Paradigm's focus on above-market quality, premium locations, state-of-the-art security, and sustainability has led to consistently high occupancy and tenant retention rates year after year. Quite simply, the Paradigm team believes in creating stimulating living environments that align with the common values of the Pacific Northwest urban lifestyle: sustainability, style, and community.

In addition to urban infill, mixed-use, multi-family and senior housing development, the company also owns and manages office buildings, retail space, and single-family residential communities.

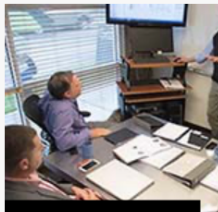
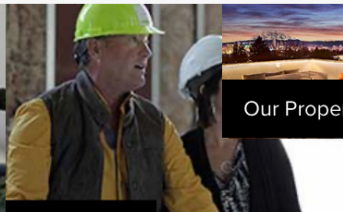
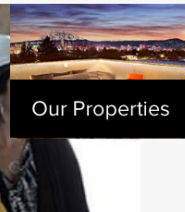


WHERE YOU LIVE SHOULD **SPEAK TO** **WHO YOU ARE.**

[Learn more >](#)

15 PROJECTS COMPLETED IN OUR FIRST 10 YEARS.

We are proud to have completed 15 projects in our first decade. But we are more proud of how we have done it. During our journey from student housing to mixed use to market rate urban infill projects to garden style apartments to senior housing communities, one thing has remained constant: our commitment to excellence. This commitment manifests itself in our architecture, our sustainable building practices and track record of successful outcomes for all financial stakeholders.

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dnschecker.org

5 Problems

	Category	Host	Result
✗	DMARC	Paradigmpropertiesnw.com	DNS DMARC Record not found.
⚠	SMTP	mx2-us1.ppe-hosted.com.	Unable to determine Open / Closed relay status.
⚠	SMTP	mx2-us1.ppe-hosted.com.	No TLS support.
⚠	SMTP	mx2-us1.ppe-hosted.com.	Reverse DNS does not match SMTP Banner.
⚠	DNS	Paradigmpropertiesnw.com	SOA Expire Value is out of recommended range.

dnschecker.org

Results for Paradigmpropertiesnw.com

Microsoft-IIS/10.0

dnschecker.org

DNS Tests

	Category	Host	Result
	DNS	Paradigmpropertiesnw.com	SOA Expire Value is out of recommended range.

http://paradigmpropertiesnw.com/index

Scan ID: 7689b32d-cc26-4691-9552-aae5258f9b38 Finished

Submitted URL: http://paradigmpropertiesnw.com/index

Report Finished: Jul 28, 2025 at 16:15:11 Public

[Summary](#) [Security](#) [Network](#) [Behavior](#) [Content](#) [Indicators](#) [Related](#)

Cookies • 0 found

Cookies are small text files stored on a user's device, often used to remember user preferences and enable personalized experiences

JavaScript variables • 6 found

Global JavaScript variables loaded on the window object of a page, are variables declared outside of functions and accessible from anywhere in the code within the current scope

Name	Type
event	undefined
onbeforetoggle	object
fence	object
onpageswap	object
onpagereveal	object
onscrollend	object

Console log messages • 2 found

Messages logged to the web console

Level	Source	Message
Error	Network	URL http://paradigmpropertiesnw.com/index
		Text Failed to load resource: the server responded with a status of 404 (Not Found)
Error	Network	URL http://paradigmpropertiesnw.com/favicon.ico
		Text Failed to load resource: the server responded with a status of 404 (Not Found)

Security headers • 0 found

HTTP response headers that can harden the security of a web application (?)

✕ Not set

Name	Value	Support	Info
Strict-Transport-Security	—	Good	(?)
X-Frame-Options	—	Good	(?)
X-Content-Type-Options	—	Good	(?)
Content-Security-Policy	—	Good	(?)
Referrer-Policy	—	Good	(?)

Clear-Site-Data	—	Good	?
X-Permitted-Cross-Domain-Policies	—	Good	?
Permissions-Policy	—	New	?
Cross-Origin-Embedder-Policy	—	New	?
Cross-Origin-Opener-Policy	—	New	?
Cross-Origin-Resource-Policy	—	New	?
X-XSS-Protection	—	Deprecated	?
Feature-Policy	—	Deprecated	?
Expect-CT	—	Deprecated	?
Public-Key-Pins	—	Deprecated	?

Performance Navigation Timing

The `PerformanceNavigationTiming` interface provides metrics regarding the browser's document navigation events ?

Process Unload Event

Event	Timing (ms)
unloadEventStart	0
unloadEventEnd	0

Redirect

Event	Timing (ms)
redirectStart	0
redirectEnd	0

Service Worker Init

Event	Timing (ms)
workerStart	0

Service Worker Fetch Event

Event	Timing (ms)
fetchStart	3008

DNS

Event	Timing (ms)
domainLookupStart	3008
domainLookupEnd	3008

TCP

Event	Timing (ms)
connectStart	3011
secureConnectionStart	0
connectEnd	3022

Request

Event	Timing (ms)
requestStart	3022

Response

Event	Timing (ms)
responseStart	6953
responseEnd	6958

Processing

Event	Timina (ms)
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Event	Timing (ms)
domInteractive	6981
domContentLoadedEventStart	6981
domContentLoadedEventEnd	6981
domComplete	6982

Load

Event	Timing (ms)
loadEventStart	6982
loadEventEnd	6982

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Scan ID: 7689b32d-cc26-4691-9552-aae5258f9b38 Finished
Submitted URL: http://paradigmpropertiesnw.com/index
Report Finished: Jul 28, 2025 at 16:15:11 Public

HTTP transactions • 2 detected

A list of all the HTTP requests and responses made by the resource during the current session

 Filter

Select type 

All

Document

CSS

JS

Fetch/XHR

Image

Font

Other

http://paradigmpropertiesnw.com/index

- Summary
- Security
- Network
- Behavior
- Content
- Indicators
- Related

 http://paradigmpropertiesnw.com/index

404 Not Found	favicon.ico http://paradigmpropertiesnw.com	
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Download HAR 

Page history • 3 entries found

HTTP, JavaScript or Meta tag redirects

- <http://paradigmpropertiesnw.com/index> 307
- <https://paradigmpropertiesnw.com/index> 307
- <http://paradigmpropertiesnw.com/index> 404

Redirect chains • 1 found

Redirects that were detected on the HTTP transactions

Redirect chain for transaction #1

- <http://paradigmpropertiesnw.com/index> 307
- <https://paradigmpropertiesnw.com/index> 307
- <http://paradigmpropertiesnw.com/index>

DNS records • 1 found

DNS records provide information about a domain including what IP address it's associated with

Type	Name	Content	DNSSEC
A	paradigmpropertiesnw.com	107.180.1.18	✕ Disabled

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Case Information

19CV10962 | Jeffrey Browne vs Willamette Street, LLC, DOES 1-10, Dan E Neal, Keith G Baskett

Case Number

19CV10962

File Date

03/06/2019

Court

Lane

Case Type

Tort - General

Case Status

Closed

Party

Plaintiff

Browne, Jeffrey

Active Attorneys ▼

Lead Attorney

PETERSEN, TOM

Retained

Defendant

Willamette Street, LLC

Active Attorneys ▼

Lead Attorney

POTTER, AARON J

Retained

Defendant

1-10, DOES

Defendant

Neal, Dan E

Active Attorneys ▼

Lead Attorney
POTTER, AARON J
Retained

Defendant
Baskett, Keith G

Active Attorneys ▼
Lead Attorney
POTTER, AARON J
Retained

Disposition Events

12/17/2019 Judgment ▼

Judicial Officer
Chanti, Suzanne

Judgment Type
Judgment - General Dismissal

Events and Hearings

03/06/2019 Complaint
03/06/2019 Service ▼
Requested By Browne, Jeffrey

Unservd
Unservd
03/28/2019 Complaint - Amended ▼
Comment parties updated 032919
03/29/2019 Service ▼
Served
04/25/2019
Unservd
Served
04/25/2019
Served
04/06/2019
04/15/2019 Proof - Service ▼
Comment Prsv 040619
04/29/2019 Proof - Service ▼
Comment Served Sharon Sierra - Secretary 042519/Mailed 042619
04/29/2019 Proof - Service ▼
Comment Served Sharon Sierra 042519/Mailed 042619
04/29/2019 Proof of Service - Mail ▼
Served
04/26/2019
04/29/2019 Proof of Service - Mail ▼

Served 04/26/2019	
05/30/2019 Answer - Affirmative Defense ▼	
Comment to First Amended Cmplnt	
09/13/2019 Issue - At Issue ▼	
Comment Initiating Document: 3/6/19	
09/26/2019 Motion ▼	
Comment TO EXTEND TIME TO SET TRIAL/OR to SBC	
09/26/2019 Declaration ▼	
Comment OF THOMAS N. PETERSEN IN SUPPORT OF MOTION TO EXTEND TIME TO SET TRIAL	
10/10/2019 Order ▼	
Judicial Officer Vogt, Debra K.	Comment setting trial for 042120
12/06/2019 Stipulation	
12/17/2019 Digitized Judgment Document ▼	
Judicial Officer Chanti, Suzanne	
12/17/2019 Notice - Judgment Entry	
12/17/2019 Closed	
04/21/2020 Trial - Twelve Person Jury ▼	

Judicial Officer
Vogt, Debra K.

Hearing Time
9:30 AM

Cancel Reason
Judgment

Comment
per order

Financial

Browne, Jeffrey

Total Financial Assessment	\$560.00
Total Payments and Credits	\$560.00

3/7/2019	Transaction Assessment	\$560.00
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3/7/2019	xWeb Accessed eFile	Receipt # 2019-227076	Browne, Jeffrey	(\$560.00)
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Willamette Street, LLC

Total Financial Assessment	\$560.00
Total Payments and Credits	\$560.00

5/30/2019	Transaction Assessment	\$560.00
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5/30/2019	xWeb Accessed eFile	Receipt # 2019-489291	Willamette Street, LLC	(\$560.00)
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